

URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
WWW.URBANAO.COM

200 VARICK STREET SUITE 507B
NEW YORK NY 10014 USA

646 243 5966

FAX 212 206 0920

95 PRESCOTT STREET SUITE 36
CAMBRIDGE MA 02138 USA

617 497 2160

FAX 617 495 8916

ALPHA OMEGA
FROM BEGINNING TO END

03 August 2005

Sarah Herda
Director
Storefront for Art and Architecture
97 Kenmare Street
New York, NY 10012

Tel (212) 431-5795
Fax (212) 431-5755
Email sh@storefrontnews.org

RE: Parametric Wall Proposal for Storefront

Dear Sarah,

Thank you for taking the time to meet with me on Friday. I am glad to know you will be at the gallery and that we will have some time to review the exhibition proposal. I am at Harvard this month, so please feel free to call me on 646-243-5966 anytime with questions or to discuss the project further.

To offer a brief description of my design research at the GSD, I am working with contemporary definitions of "pattern." I began with an understanding of pattern as typically identified by a systematic graphic organization that maintains a visible repeat, often associated with textiles or other two-dimensional configurations. My goal is to advance this definition (through architectural means) into a three-dimensional context, and to extend the concept of pattern to the point where the basic element or "cell" incrementally changes in morphology over the course of its run. We are using advanced algorithmic/parametric software to achieve these geometries which I would be more than pleased to further explain.

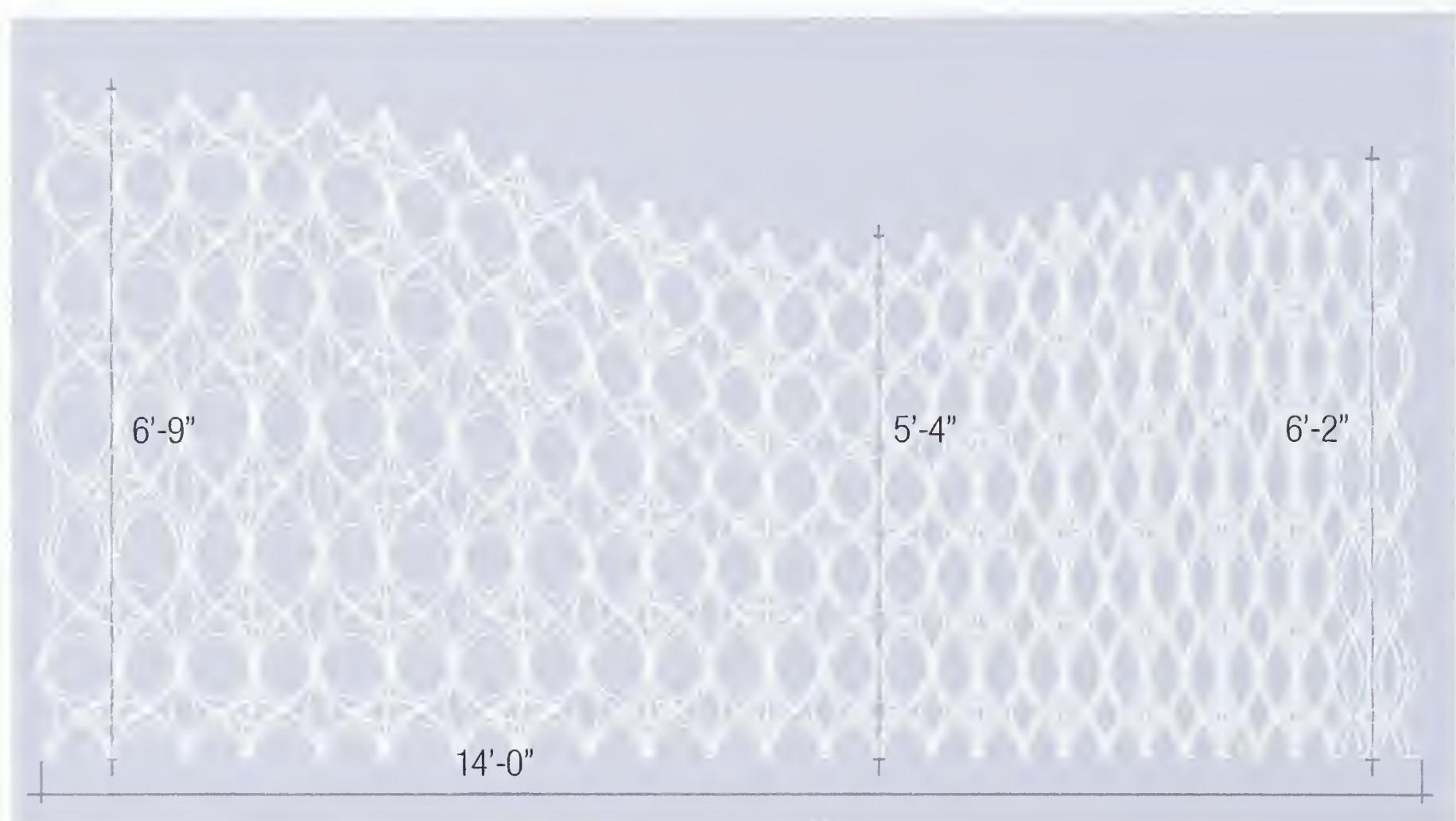
I think we are close to accomplishing both goals in the latest wall prototype, with a cell-count of 105 unique units. All cells are based on one single generative configuration. The wall maintains several programmatic functions in addition to being an architectural screen-- storage pockets, hooks, and a ledge or bench. We are still working on these elements. The lighting effects, shadows, and reflections in and around the wall should also be quite remarkable.

Included in this package please find: 1.) two (very fragile) STL rapid prototype models of the wall; 2.) A single half-scale base "cell" model in two parts; 3.) A series of full length (+-15') wall renderings and computer screen shots showing the design process; 4.) Background material on my research; 5.) An envelope containing some recent design work; and 6.) An article on my work with this particular software (CATIA) as featured in The Architect's Newspaper.

Sincerely,

Joe MacDonald

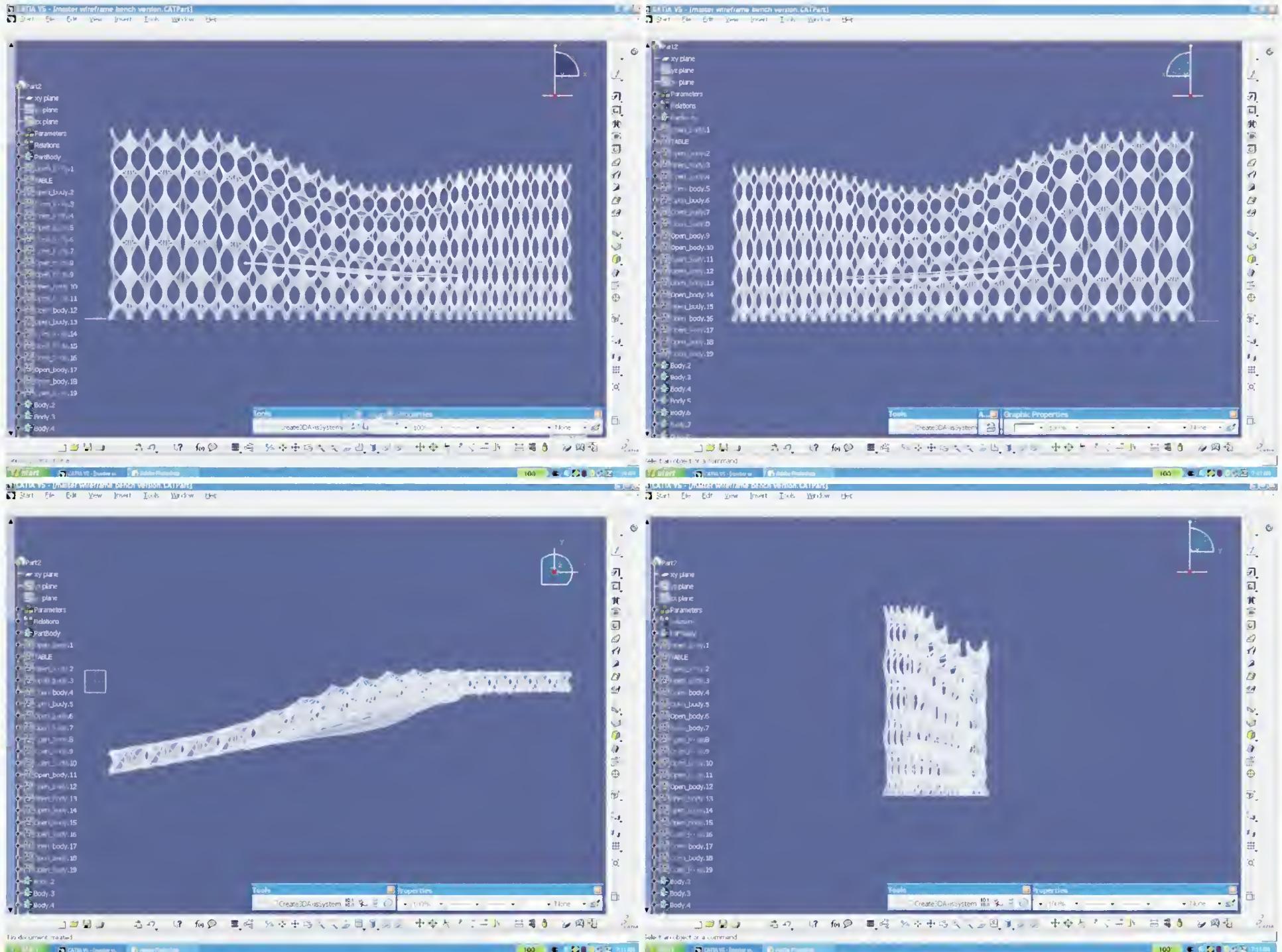
URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANAOCOM



PARAMETRIC WALL
SUMMER 2005

ELEVATION

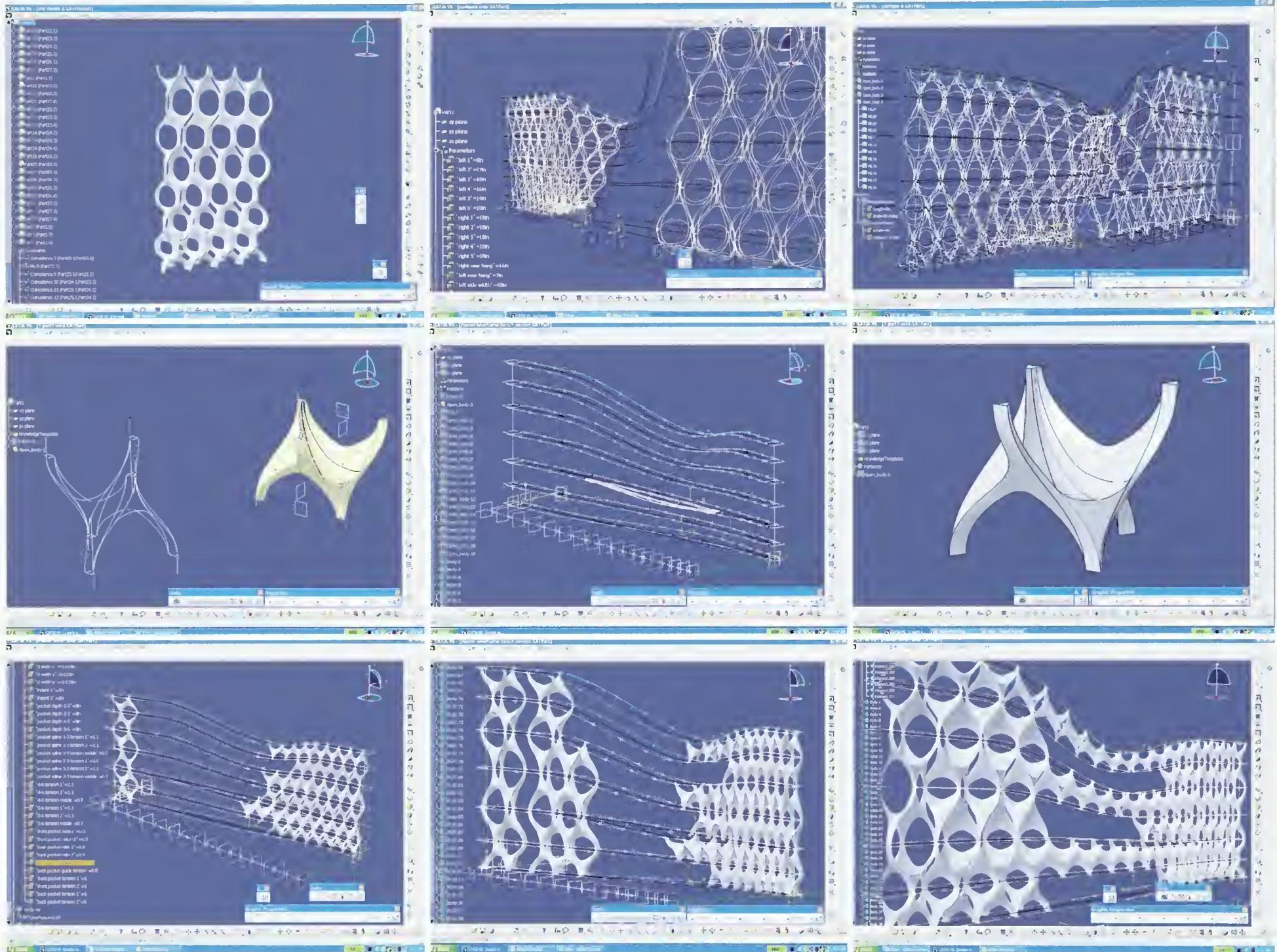
URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANA&O.COM



PARAMETRIC WALL SUMMER 2005

PLAN AND ELEVATIONS

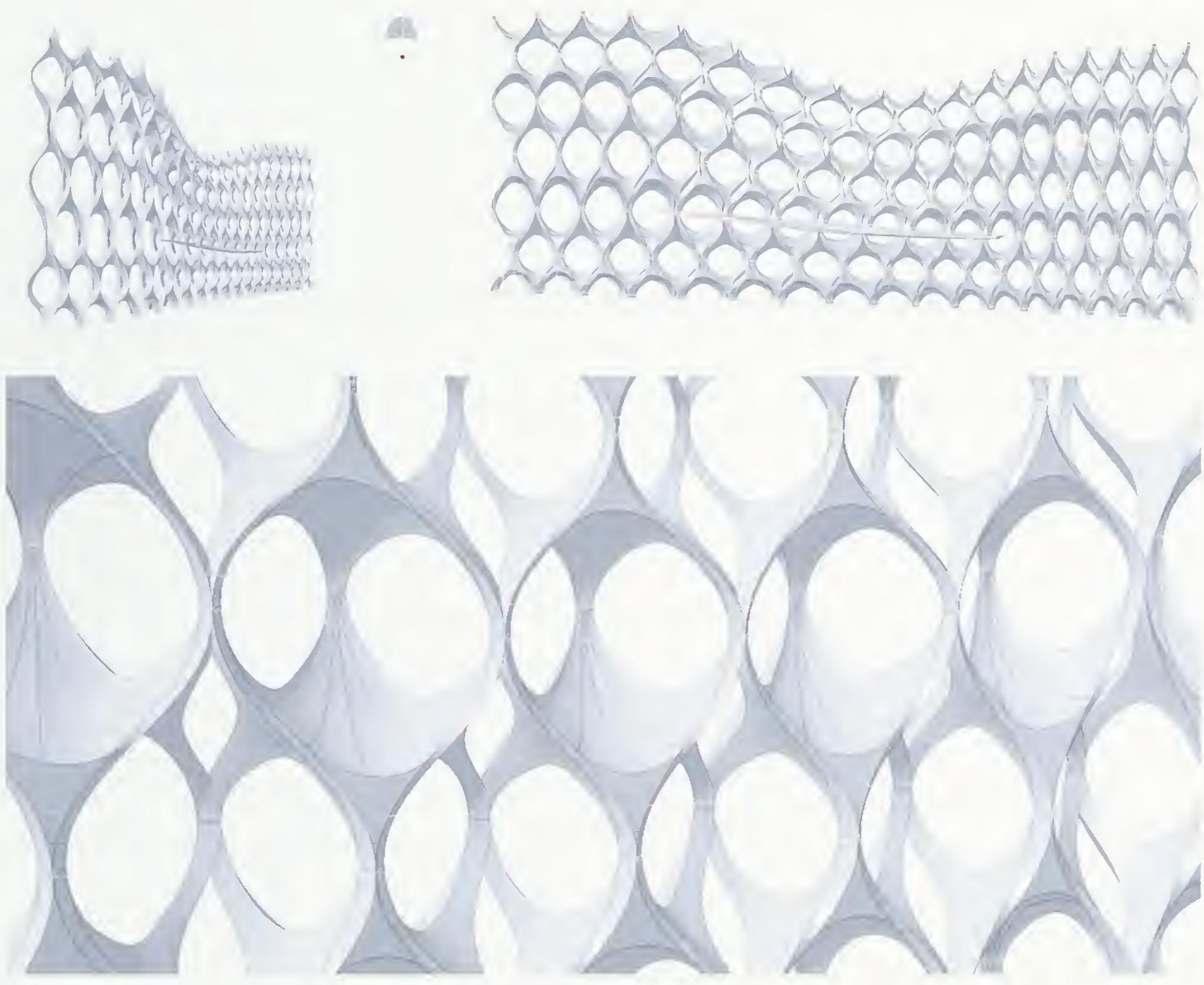
URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANA&O.COM



PARAMETRIC WALL
SUMMER 2005

CATIA PROCESS SCREENSHOTS

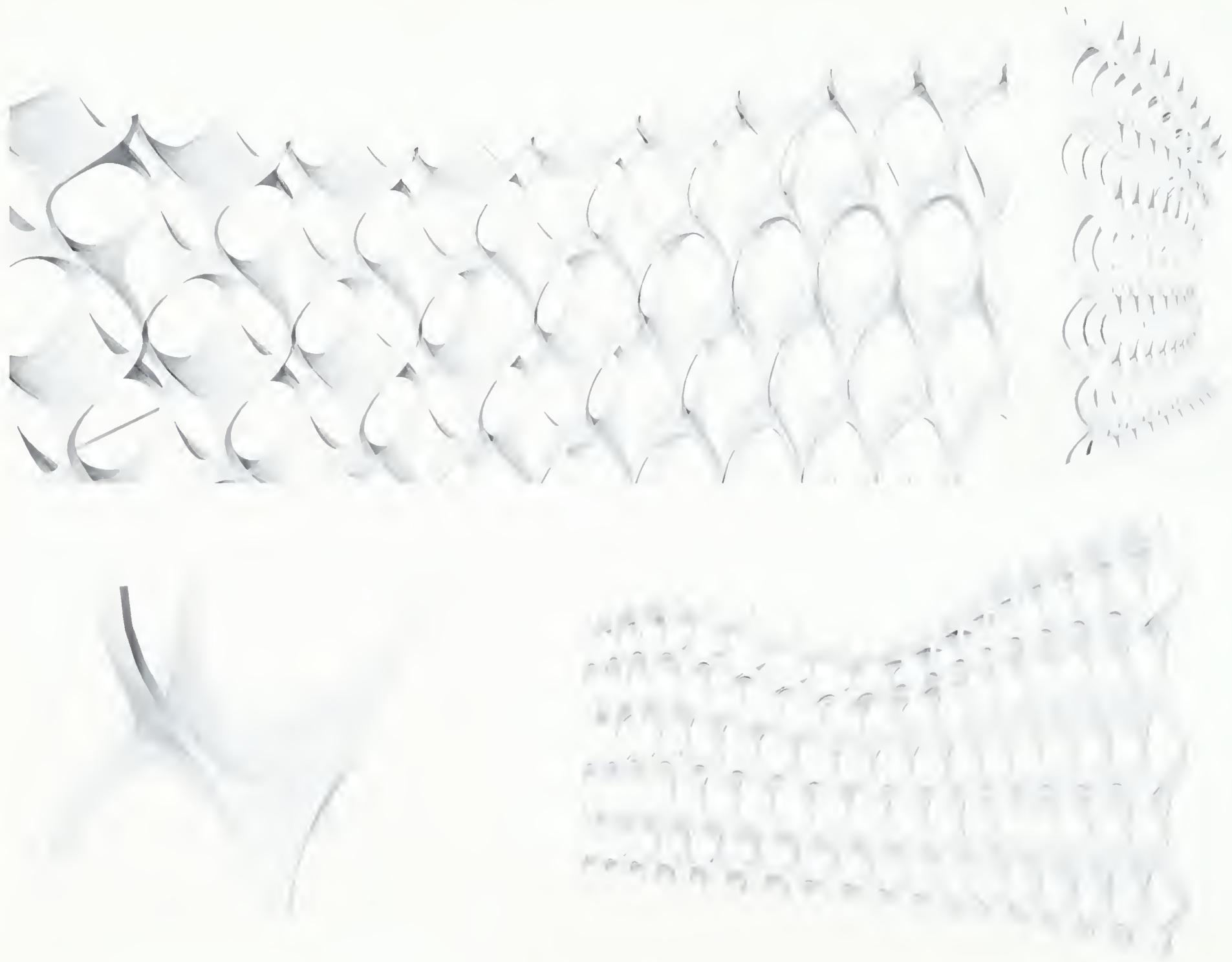
URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANAQ.COM



PARAMETRIC WALL
SUMMER 2005

CATIA PROCESS RENDERINGS

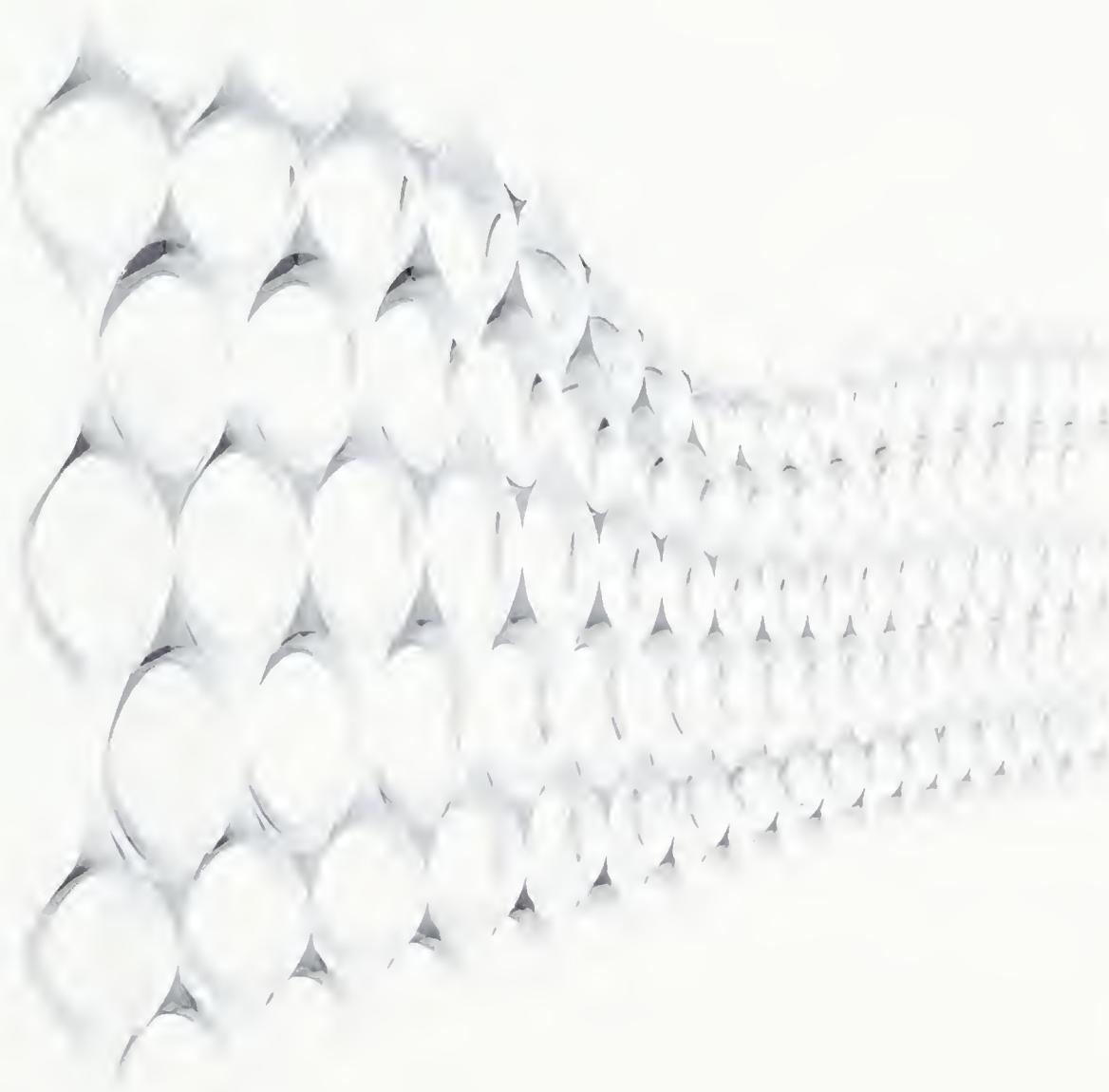
URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANA&O.COM



PARAMETRIC WALL
SUMMER 2005

RENDERINGS

URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANA&O.COM



PARAMETRIC WALL
SUMMER 2005

RENDERING

URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANA&O.COM



PARAMETRIC WALL
SUMMER 2005

EARLY STUDIES

URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANAQ.COM



PARAMETRIC WALL
SUMMER 2005

RAPID PROTOTYPE CELLULAR WALL UNITS

URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANA&O.COM



PARAMETRIC WALL
SUMMER 2005

RAPID PROTOTYPE WALL UNITS ASSEMBLED

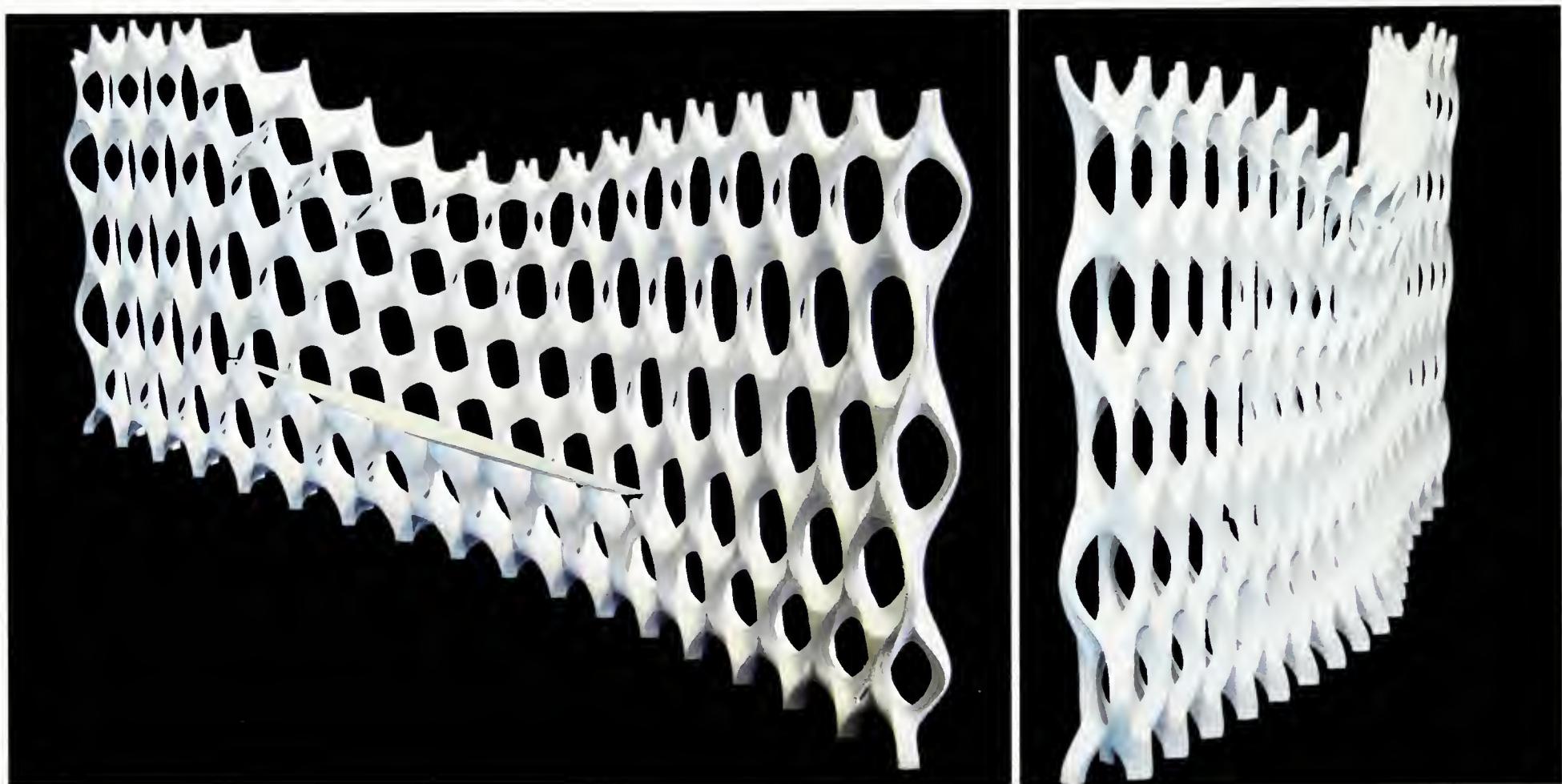
URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANAQ.COM



PARAMETRIC WALL
SUMMER 2005

RAPID PROTOTYPE WALL DETAIL

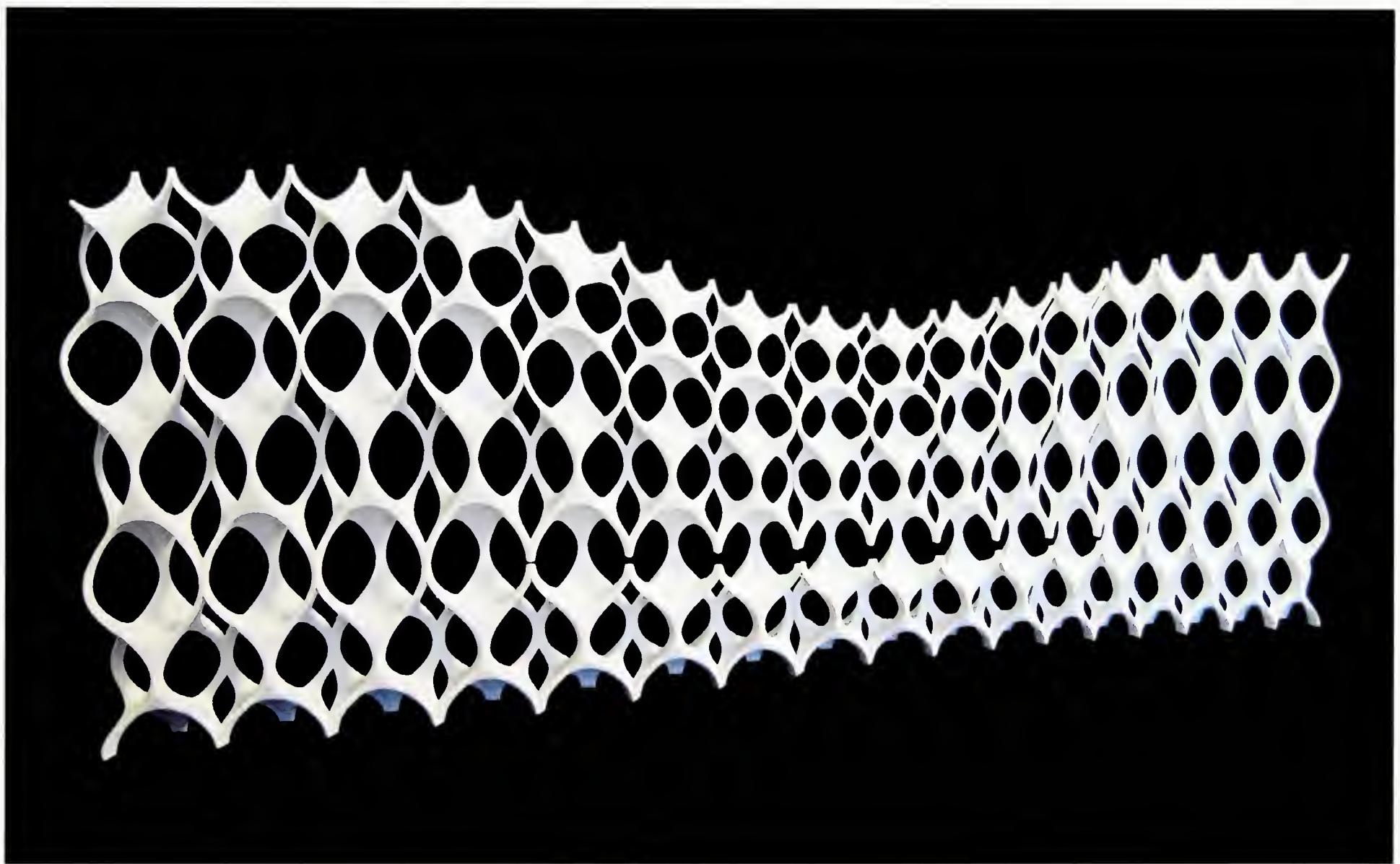
URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANA&O.COM



PARAMETRIC WALL
SUMMER 2005

RAPID PROTOTYPE WALL FRONT AND SIDE VIEWS

URBAN A&O
ARCHITECTURE
EXHIBITIONS
PRODUCT DESIGN
ALPHA OMEGA
FROM BEGINNING TO END
WWW.URBANAQ.COM



PARAMETRIC WALL
SUMMER 2005